

# IPERCERAMICA S.p.A.

REA: MO-347932, Capitale Sociale: 750.000,00 i.v.

Via Pedemontana, 13

41042 Fiorano Modenese (MO)

Tel: +39 0536 1846400 - Fax: +39 0536 1846404

P.IVA 02732900366

PEC: iperceramica@pec.iperceramica.it



## Privacy Policy concerning the processing of personal data pursuant to articles 13-14 of (EU) Regulation 2016/679

**Data subject: IPERCERAMICA customers and potential customers: On-Line.**

IPERCERAMICA S.p.A. in its capacity of Data Controller with regard to the processing of your personal data pursuant to (EU) Reg. 2016/679 (hereinafter the 'GDPR'), hereby informs you that the said regulation protects data subjects with regard to the processing of their personal data and that the said processing will take place in a fair, lawful, transparent manner which protects your privacy and your rights.

Your personal data will be processed in accordance with the terms of the above legal provisions and the confidentiality obligations contained therein.

Purposes and legal basis of processing: specifically, your data will be processed for the following purposes, relating to the fulfilment of legal obligations:

- 1. the performance of relative legislative obligations on the legal basis as per art. 6.1.c), being legally mandatory fulfilments for tax and accounting purposes and the management of disputes.

Your data will also be processed for the following purposes relative to the performance of measures connected to contractual or preliminary obligations:

- 2. The carrying out of measures connected with contractual or pre-contractual obligations on the legal basis as per art. 6.1.b) for sending samples, consultancy and information on the products traded by IPERCERAMICA S.p.A., customer management, customer care, customer satisfaction, customer of product delivery in compliance with the order customer management, drafting of quotations /pro-forma invoices and services related to the management of the pre-contractual or contractual sales relationship (including the possibility of contacting you to inform about particular opportunities or deadline regarding your quote), historical filing system of customer invoices and creation of anonymous lists.

Your data will also be processed for the following purposes necessary to pursue data controller's legitimate interest:

- 3. the pursuit of the legitimate interest of the data controller on the legal basis as per art. 6.1.f) and Article 130 paragraph 4 of Legislative Decree 196/2003, the sending of commercial communications by e-mail relating to products and/or services similar to those acquired by the data subject. The data subject has the possibility of opposing said processing, initially or in subsequent communications, in a simple and free manner, writing to the address: [privacy@iperceramica.it](mailto:privacy@iperceramica.it) or by clicking directly from the unsubscribe link in the communication received.

Further to your consent, your personal data may be used for the following purposes:

- 4. subject to your consent on the legal basis as per art. 6.1.a), they can be used for marketing and promotional activities relating to the products/services traded by IPERCERAMICA Group\* as autonomous marketing and promotional activities. These activities may be exercised via conventional means (e.g. telephone contact, paper mail, individual emails, etc.) or automated contacts (e.g. automated email campaigns, automated telephone SMS contact, instant messaging, social media, etc.) The provision of data for said purposes is optional for you and any refusal of processing does not affect the commercial relationship or the adequacy of the processing.

Your contribution of data is optional with regard to the abovementioned purpose, and any refusal of consent will not affect the continuation of the relationship or the congruency of the processing.

Processing procedures. Your personal data may be processed by the following ways:

- processed with electronic means, through paper files, automated contacts, contact by e-mail, data input into company CRM, outsourcing of processing action and, if you are a registered user on the web site, cookies as more explained in "Privacy Policy" and "Cookie policy".

All data are processed in compliance with the procedures specified in articles 6 and 32 of the GDPR and with the adoption of the appropriate security measures required.

Your data will only be processed by persons specifically authorised by the Data Controller, and specifically by the following categories of authorized persons:

- Administration office;
- Iperceramica Sale employees;
- Marketing office.

Disclosure. Your data may be disclosed to external entities for the correct management of the relationship and specifically for the following categories of Recipients, including all the duly designated Data Processors:

- constitutional authorities;
- banks and credit institutions including PayPal, Visa, Mastercard or American Express circuits for payment by credit card or prepaid credit card;
- consultant and freelance professionals, also working as firms;
- External companies necessary for the provision of Data controller services (to know the list contact the owner);
- External company providing order tracking service;
- Facebook offline events, Facebook Custom Audience, Google Ads store sales, Google ads customer match;
- group company as intragroup agreements;
- if you are a registered user on the site, your data will also be disclosed to other external parties (see information and cookie policy) only if you have given your express consent by clicking on "yes" in the short information. You can revoke your consent at any time by accessing the privacy and cookie information available in the footer of the website [www.iperceramica.it](http://www.iperceramica.it);
- Public/private subjects whose data transmission is mandatory or necessary in compliance with regulations or functional to the relationship management;
- Freight Forwarders and Logistics Companies.

You may request the full list by writing to the Controller. Your personal data will not be distributed in any way.

Transfer of personal data: Data will not be transferred

- countries to the European Union;
- For data processed by cookies only, your data will be transferred to countries outside the European Union as indicated in the cookie policy of the companies providing the third-party cookie services. For more information, contact [privacy@iperceramica.it](mailto:privacy@iperceramica.it).

Data Storage Period. In accordance with the principles of lawfulness, limitation of purpose and minimisation of data, pursuant to art. 5 of the GDPR, the data storage period for your personal data is:

- for marketing purposes, set for a timing not larger than the supplied services fulfillment and up to the opposition of the interested party;
- set for a timing not larger than the one which implies its purpose achievement, given the aim to collect data, and collected and processed for the execution and fulfillment of contract purposes;
- established as a period of time not exceeding the purposes for which the data were collected and processed and complying with the compulsory times required by law.

Data Controller: the Data Controller, as defined by the Law, is IPERCERAMICA S.p.A. (Via Pedemontana, 13, 41042 Fiorano Modenese (MO), VAT no. 02732900366, contactable as follows: e-mail [privacy@iperceramica.it](mailto:privacy@iperceramica.it), telephone +39 0536 1846400) in the person of its current legal representative.

The Data Protection Officer (DPO) designated by the Data Controller pursuant to art. 37 of the GDPR is available writing to:

- [Dpo@iperceramica.it](mailto:Dpo@iperceramica.it) (contactable as follows: e-mail [dpo@iperceramica.it](mailto:dpo@iperceramica.it)).

## RIGHTS OF DATA SUBJECTS

You have the right to obtain from the Data Controller the erasure (right to be forgotten), limitation, updating, rectification, portability, objection to the

processing of personal data concerning you, and in general you can exercise all the rights provided for in Articles 15 and following of European Regulation 2016/679 by sending an e-mail to [privacy@iperceramica.it](mailto:privacy@iperceramica.it). You also have the right to lodge a complaint with the Supervisory Authority.

You may also examine whenever you like the updated version of the present report by connecting to the following web site

<https://www.privacylab.it/informativa.php?01939242856&lang=en>.

### Regulation (EU) 2016/679: Articles 15, 16, 17, 18, 19, 20, 21, 22 - Rights of the Data Subject

1. The data subject has the right to obtain confirmation as to whether or not personal data concerning him or her exist, regardless of their being already recorded, and disclosure of such data in intelligible form, and the right to lodge a complaint with the supervisory authority.

2. The data subject has the right to be informed of:

- a. the source of the personal data;
- b. the purposes and methods of processing;
- c. the logic applied if the data are processed by electronic devices;
- d. the identification data concerning the Data Controller, the Data Processors and the representative designated as per article 5, comma 2;
- e. the entities or categories of entity to whom or which the personal data may be disclosed and who or which may get to know said data as designated representative in the State's territory, as data processors or as persons in charge of the processing.

3. The data subject is entitled to obtain:

- a. the updating, rectification or, where interested therein, integration of the data;
- b. the erasure, anonymisation or blocking of data that have been unlawfully processed, including data whose retention is not necessary for the purposes for which they were collected or subsequently processed;
- c. certification to the effect that the operations as per letters a) and b) have been notified, as also related to their contents, to the entities to whom or which the data were disclosed or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared to the right that is to be protected;
- d. the portability of the data.

4. The data subject has the right to object, in whole or in part:

- a. on legitimate grounds, to the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection;
- b. to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct selling or else for the performance of market or commercial communication surveys.

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## Data subject consent form

Data : ..... Place : .....

Name, Surname: .....

Do you consent to the processing of your personal data for the optional purposes set out below?

☐ YES ☐ NO 4. subject to your consent on the legal basis as per art. 6.1.a), they can be used for marketing and promotional activities relating to the products/services traded by IPERCERAMICA Group\* as autonomous marketing and promotional activities. These activities may be exercised via conventional means (e.g. telephone contact, paper mail, individual emails, etc.) or automated contacts (e.g. automated email campaigns, automated telephone SMS contact, instant messaging, social media, etc.) The provision of data for said purposes is optional for you and any refusal of processing does not affect the commercial relationship or the adequacy of the processing.

Do you consent to the transfer of your personal data abroad?

☐ YES ☐ NO For data processed by cookies only, your data will be transferred to countries outside the European Union as indicated in the cookie policy of the companies providing the third-party cookie services. For more information, contact [privacy@iperceramica.it](mailto:privacy@iperceramica.it)

Data subject: